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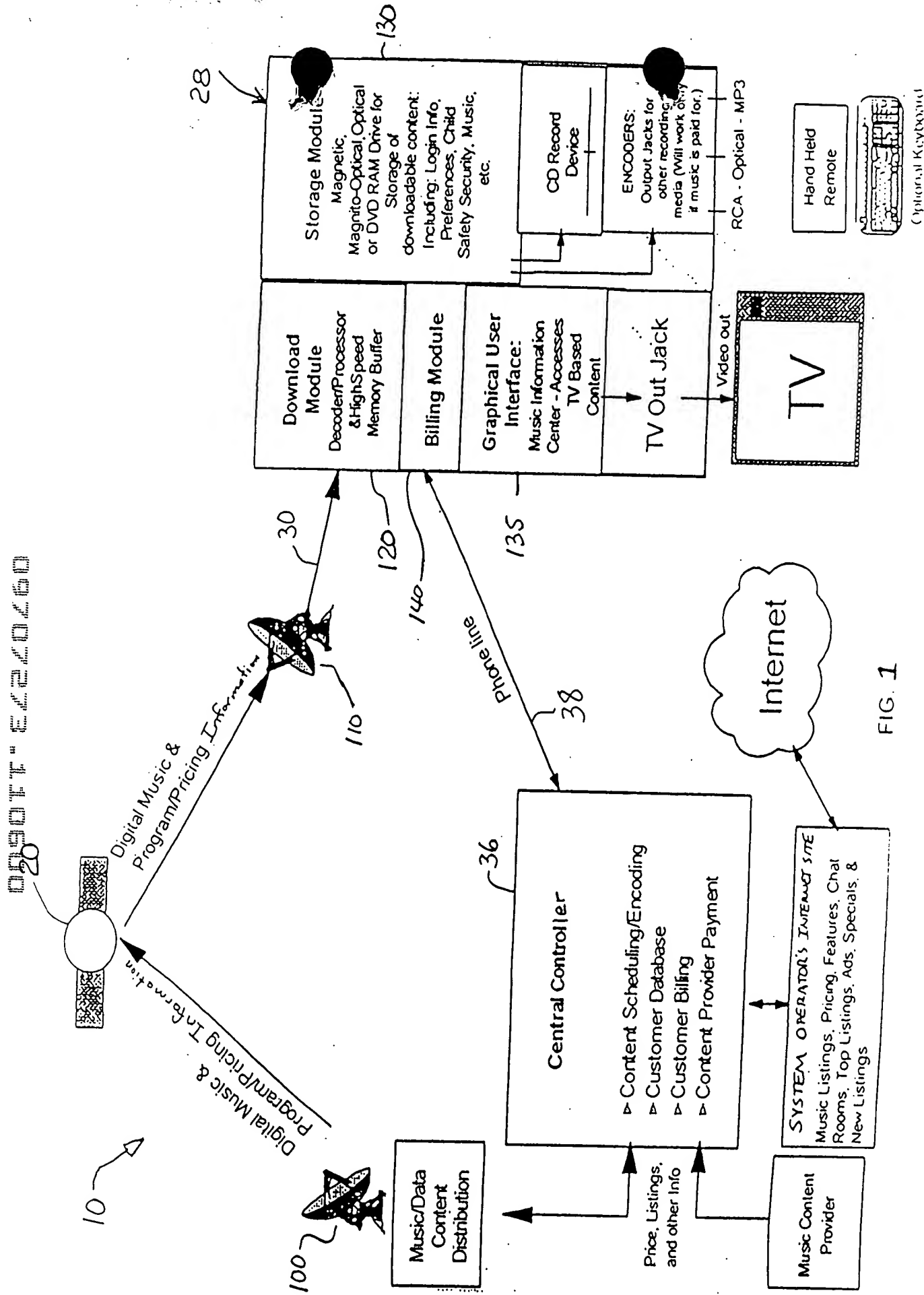


FIG. 1

Step	Module Name	Description	Hardware Involved
1	Selection	Customer looks at recently updated "Catalog" of available music selections on his TV using the graphical user interface. Use remote to page through information.	User station, remote, customer TV, stored catalog
2	Ordering	Customer uses user station, remote and TV screen to order standard or customized CD. Order communicated to central controller by Internet or modem. Central controller issues decoding and encryption key(s), selection locations and order number to user station for preview.	User station, modem/Internet, remote, customer TV
3	Downloading	Music selections are downloaded during early morning transmission hours as encrypted, compressed files through customer's satellite dish and receiver to hard disk in user station. User station selects correct TV channel on receiver using IR link.	User station, satellite receiver, video output interface
4	Decoding	User station uses decoding key(s) to decode downloaded file(s) so that full quality music is on disk drive (or other storage medium) in user station. Customer order number is hidden within this music based upon encryption information received during ordering process.	User station
5	Previewing	Brief portions of downloaded selections may be "previewed" by the customer along with the entire selection that has been "hobbled" by removing information to degrade music quality and prevent reconstruction of music.	User station, remote, customer's amp, speakers and TV
6	Playing	Customer plays full-quality selection through his hi-fi or TV sound system with post billing back his account via later modem/Internet communication with the central controller. Playing may include graphics, written jacket information, or hearing impaired cues shown on customer's TV.	User station, remote, customer's amp, speakers and TV
7	CD Delivery	Full-quality CD that can be heard on any CD player is burned with order number (ID tag) hidden in the music. (Burning process does not need to be quick.)	User station, CD burner, customer supplied CD
	Account Setup	Happens when customer buys and hooks up the user station.	

Fig. 2

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Digital Music & Program/Pricing Information

Digital Music & Program/Pricing Information

28



Music/Data Content Distribution

Central Controller

- ▷ Content Scheduling/Encoding
- ▷ Customer Database
- ▷ Customer Billing
- ▷ Content Provider Payment

Price, Listings, and other Info

Music Content Provider

SYSTEM OPERATOR'S INTERNET SITE

Music Listings, Pricing, Features, Chat Rooms, Top Listings, Ads, Specials, & New Listings

Internet

Download Module  
Decoder/Processor & High-Speed Memory Buffer

Billing Module

Graphical User Interface:  
Music Information Center - Accesses TV Based Content

TV Out Jack

TV

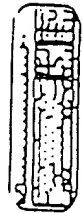
Storage Module  
Magnetic, Magneto-Optical, Optical or DVD RAM Drive for Storage of downloadable content. Including: Login Info, Preferences, Child Safety Security, Music, etc.

CD Record Device

ENCODERS:  
Output Jacks for other recording media (Will work only if music is paid for.)

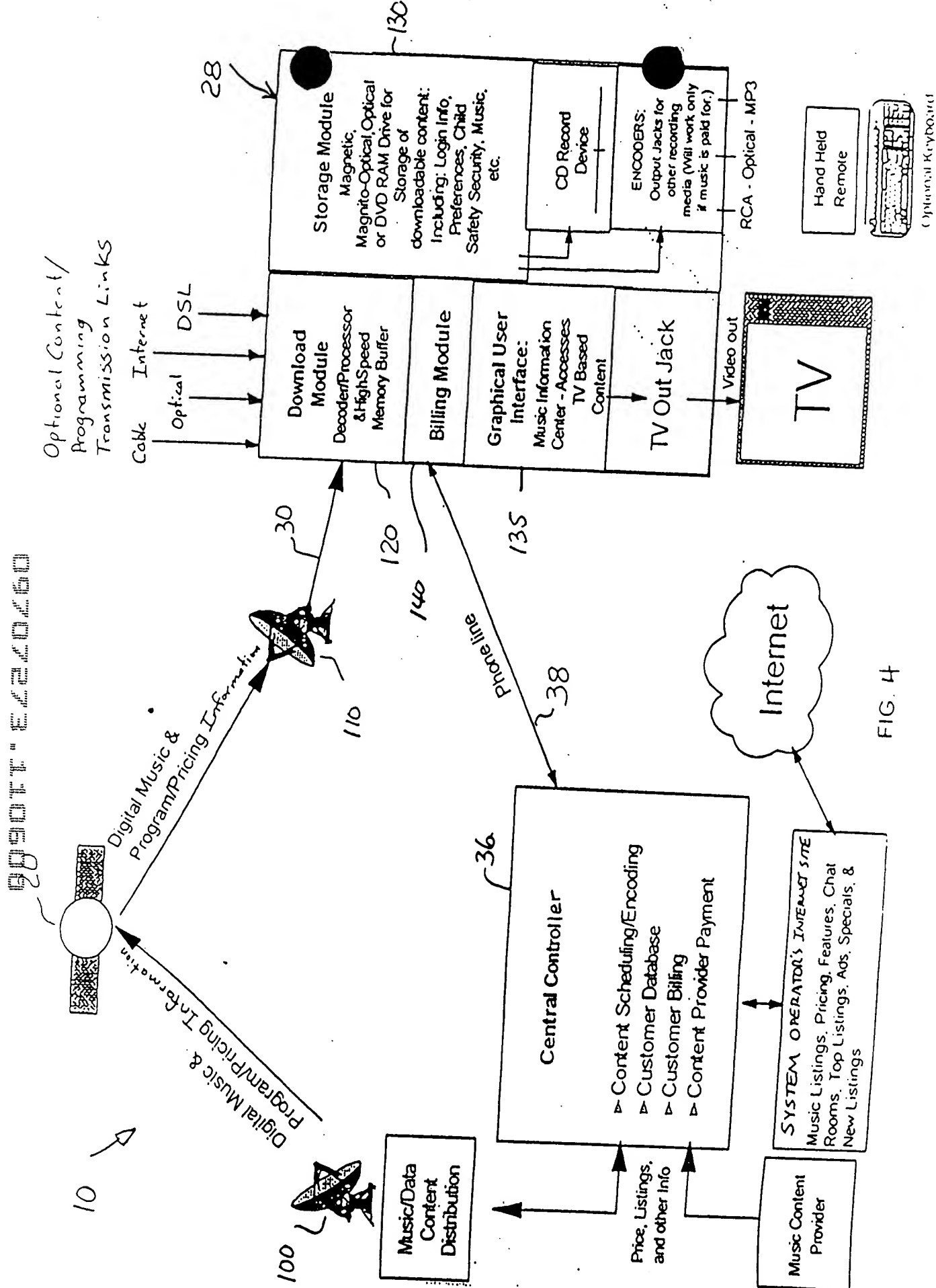
RCA - Optical - MP3

Hand Held Remote



Optional Keyboard

FIG. 3



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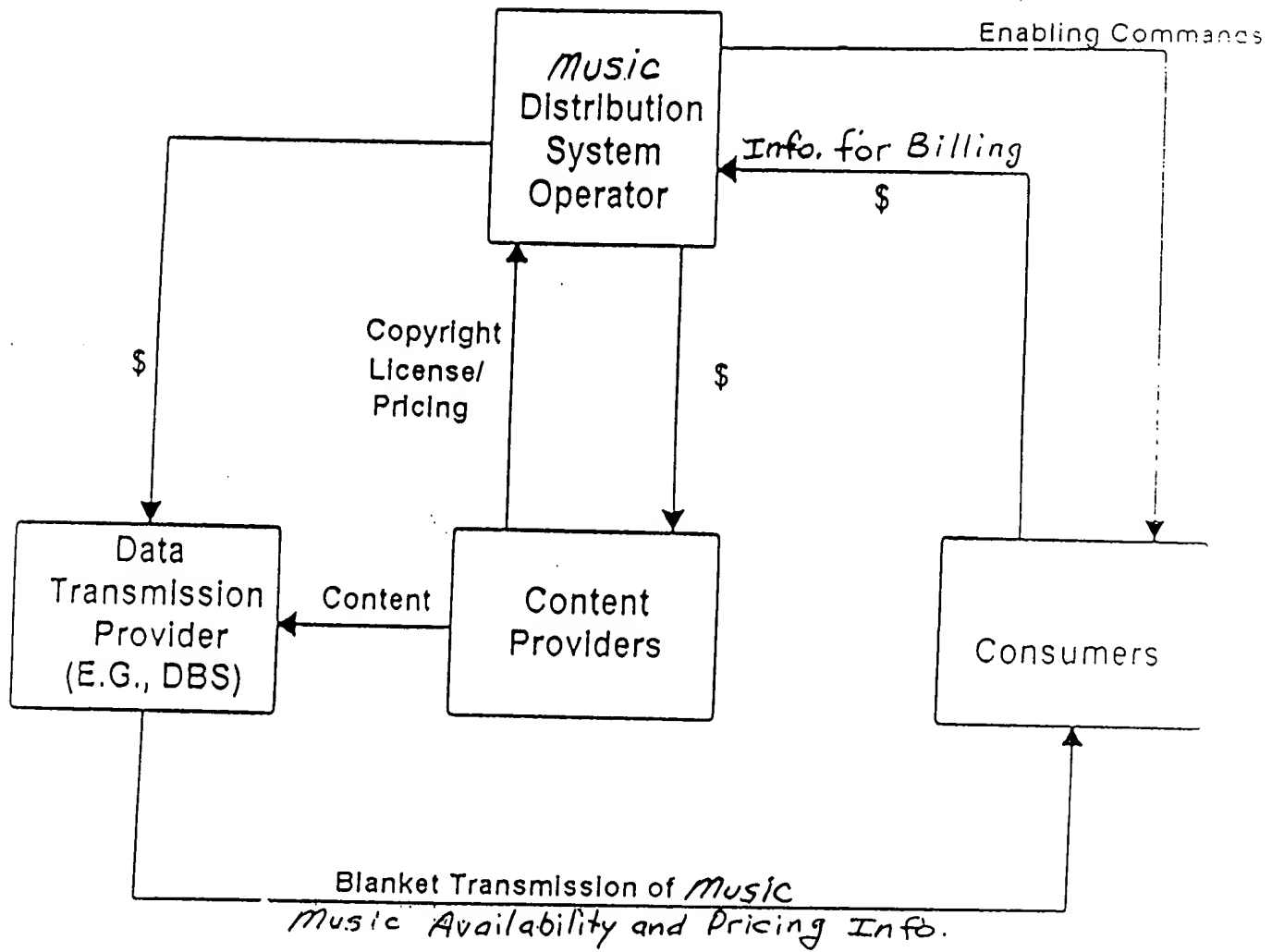
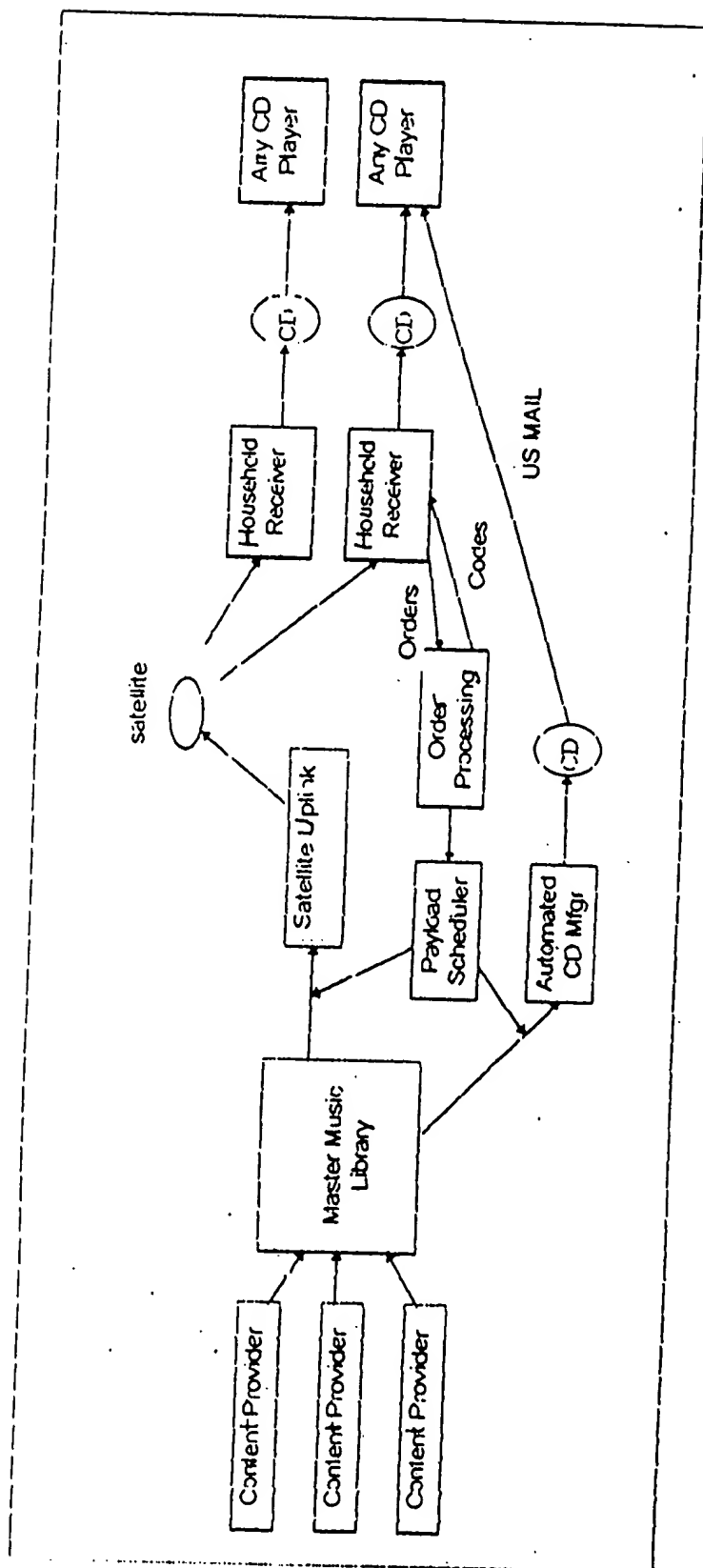


FIG. 5

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6.5

# TOP REQUESTED MUSIC. Streaming During the Day

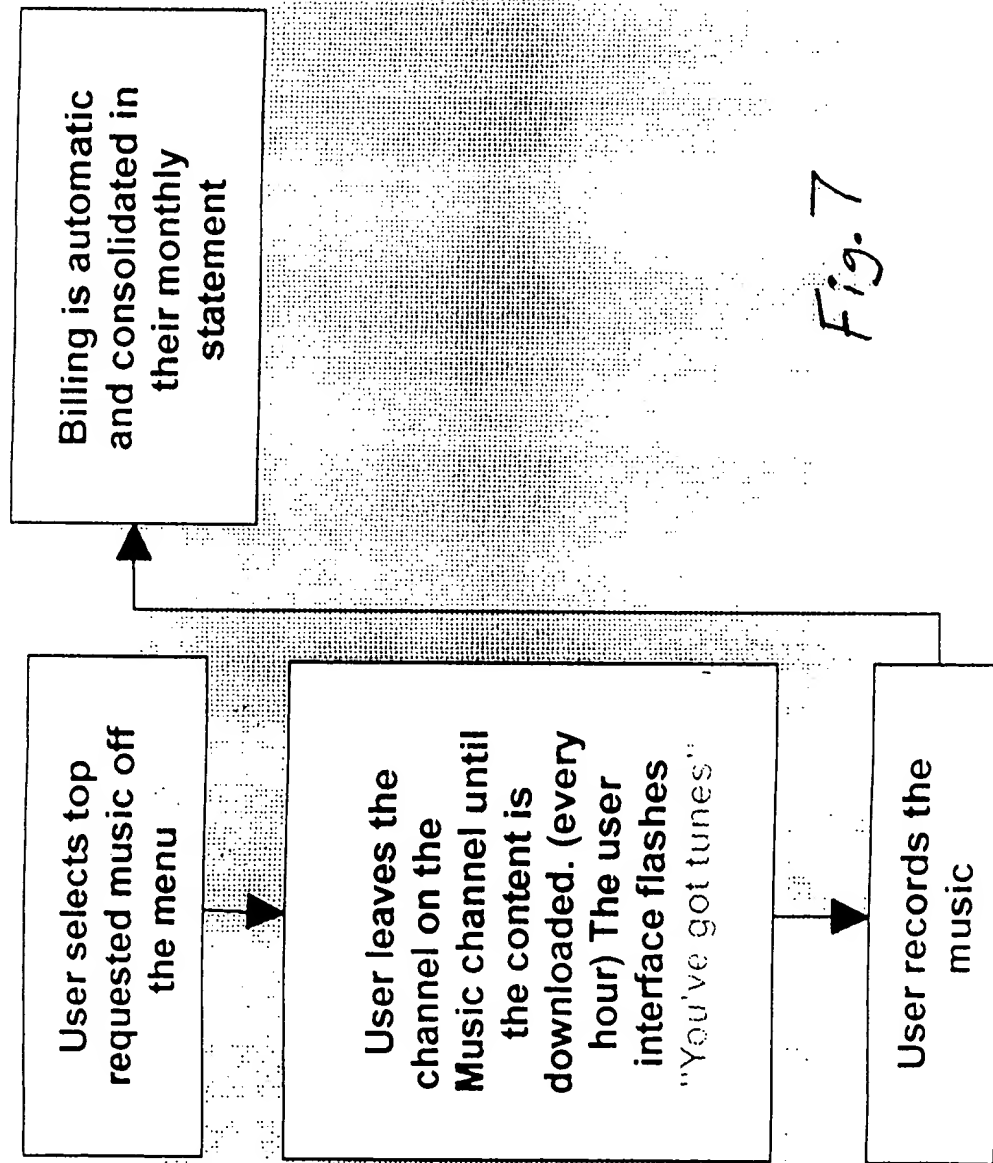


Fig. 7

- ✓ 1/4 of a Transponder
- ✓ Top songs are always available during the day.
- ✓ Singles and Full length
- ✓ Simple to select
- ✓ Minimum wait time - "on-demand"

% of Customer Usage

Percent of Catalog



## Batch Stream at Night

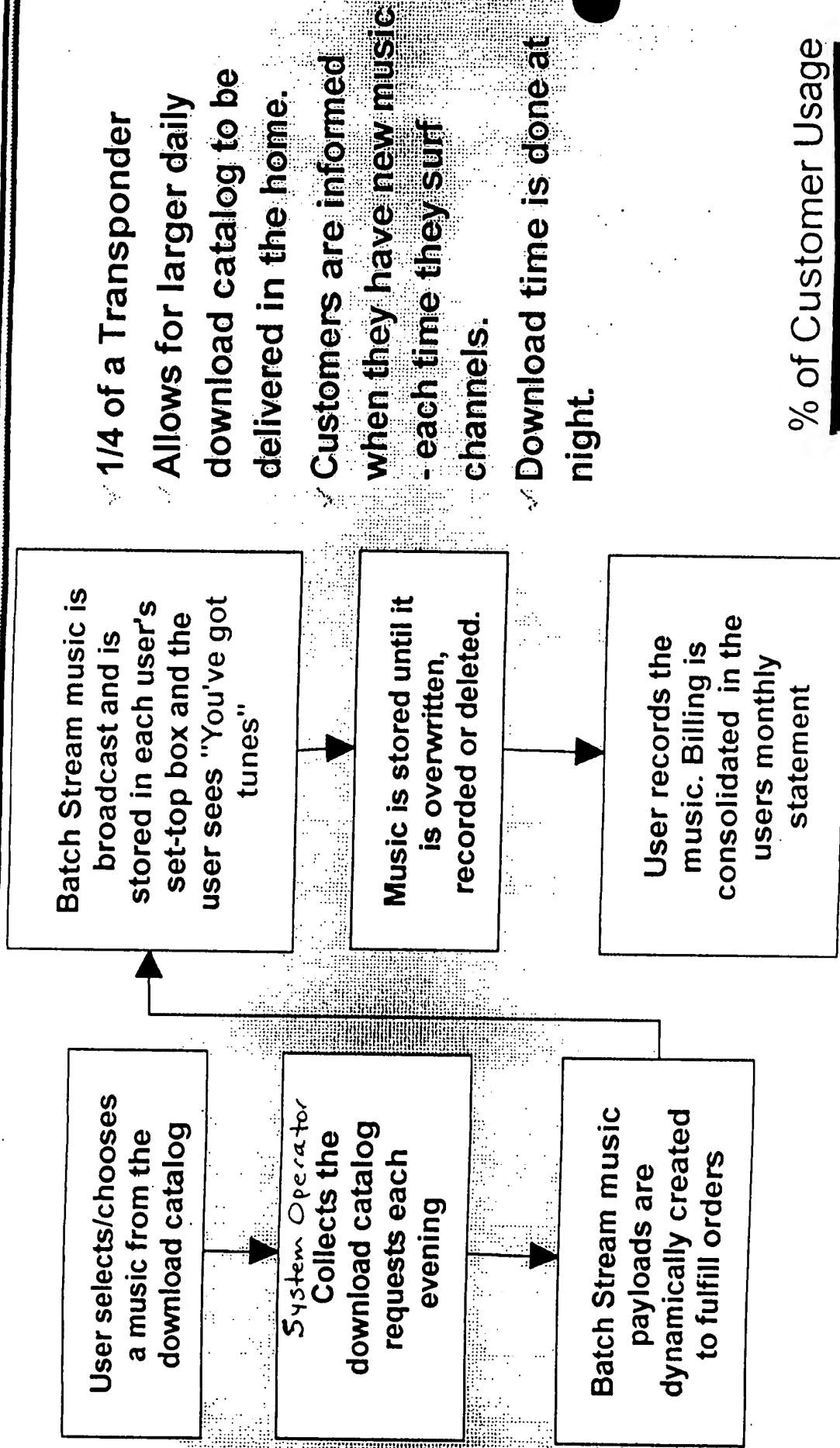


Fig. 8

## Select Music Style Preferences

- |                             |                         |                            |
|-----------------------------|-------------------------|----------------------------|
| - <u>Alternative</u>        | - <u>Comedy</u>         | - <u>Jazz</u>              |
| - <u>Blues</u>              | - <u>Dance &amp; DJ</u> | - <u>Latin</u>             |
| - <u>Books &amp; Spoken</u> | - <u>Easy Listening</u> | - <u>Metal</u>             |
| - <u>Children's Music</u>   | - <u>Electronic</u>     | - <u>New Age</u>           |
| - <u>Christian &amp;</u>    | - <u>Folk</u>           | - <u>Opera &amp; Vocal</u> |
| - <u>Gospel</u>             | - <u>Hip Hop/Rap</u>    | - <u>Pop &amp; Rock</u>    |
| - <u>Classical</u>          | - <u>International</u>  | - <u>R&amp;B/Soul</u>      |
| - <u>Country</u>            |                         |                            |

Fig. 9

Search Song Artist

Account Status

Customer Service



Celine Dion  
All The Way... A Decade of Song  
Order now, click here

Step 1 - Select a Style

- Alternative
- Blues
- Books & Spoken
- Children's Music
- Christian &
- Gospel
- Classical
- Country
- Comedy
- Dance & DJ
- Easy Listening
- Electronic
- Folk
- Hip Hop/Rap
- International
- Jazz
- Latin
- Metal
- New Age
- Opera & Vocal
- Pop & Rock
- R&B/Soul

Step 2 - Select A Subgroup

- All by Song
- All by Artist / Group
- Female Artists
- Male Artists
- Bands
- Top 20 Artists this month
- Top 20 Songs this month

Step 3 - Select Artist

- Artist 1
- Artist 2
- Artist 3
- Artist 4
- Artist 5
- ...

Fig. 10

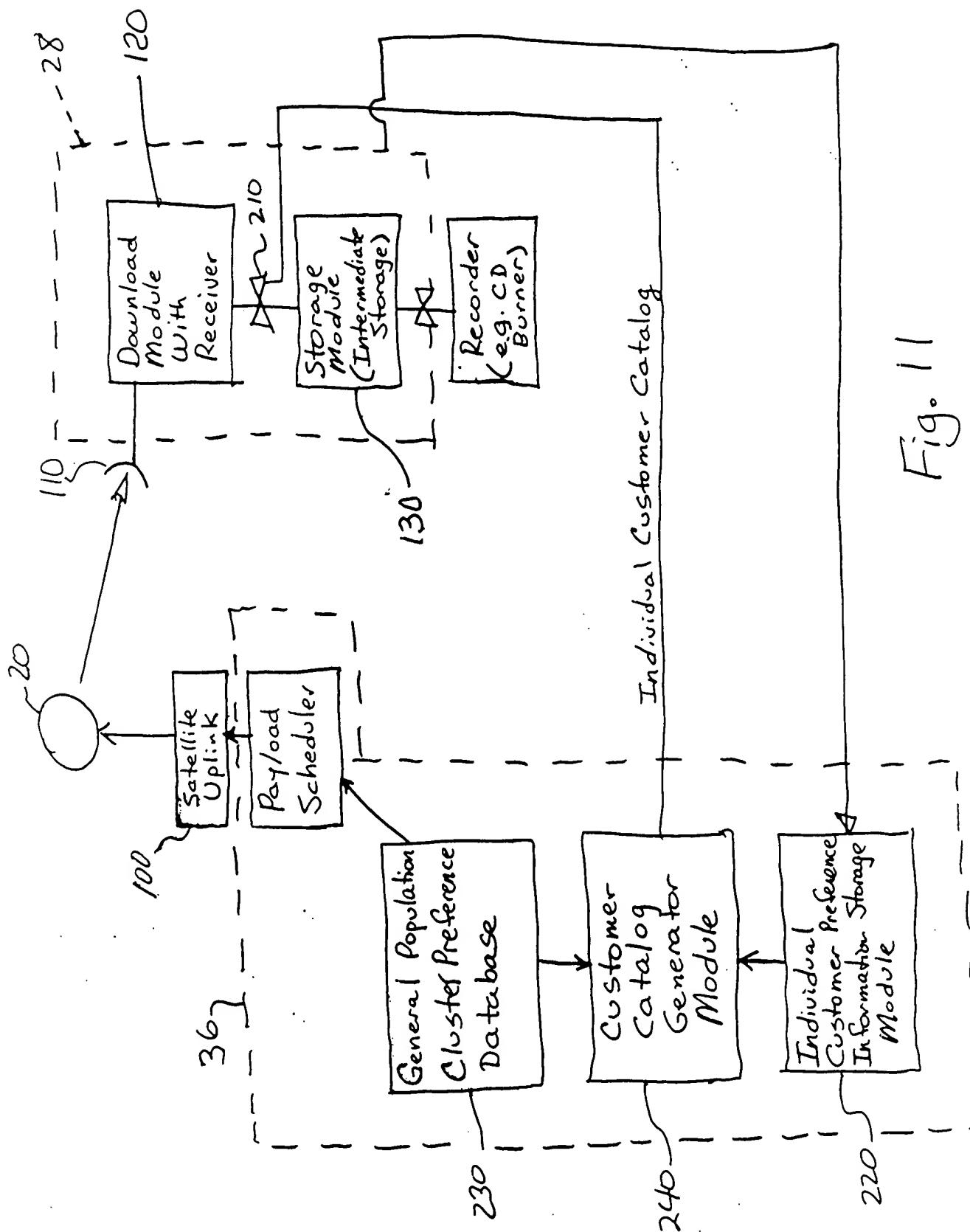


Fig. 11

# Profile-based Streaming

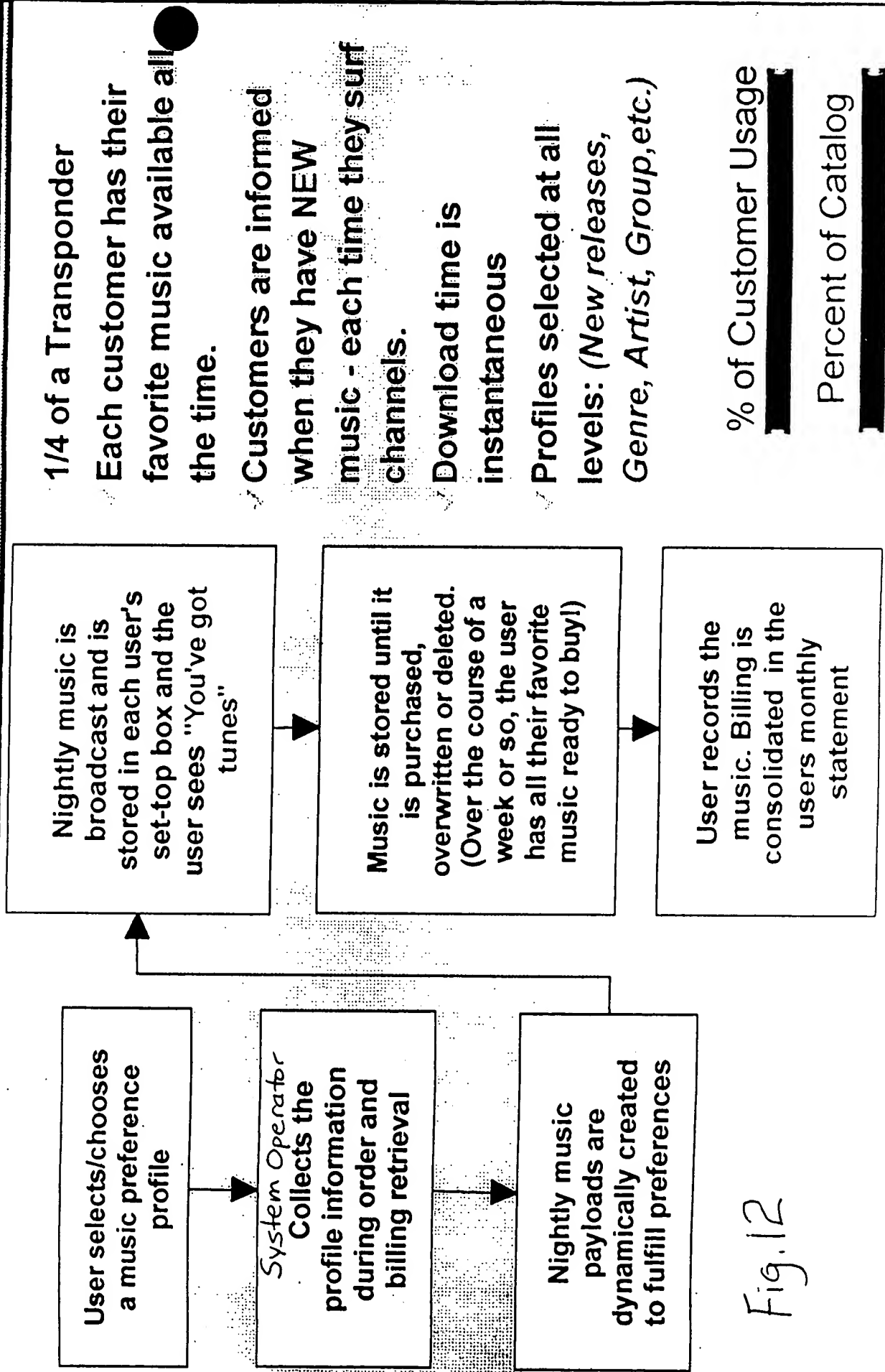


Fig.12

# Promotion-based Streaming

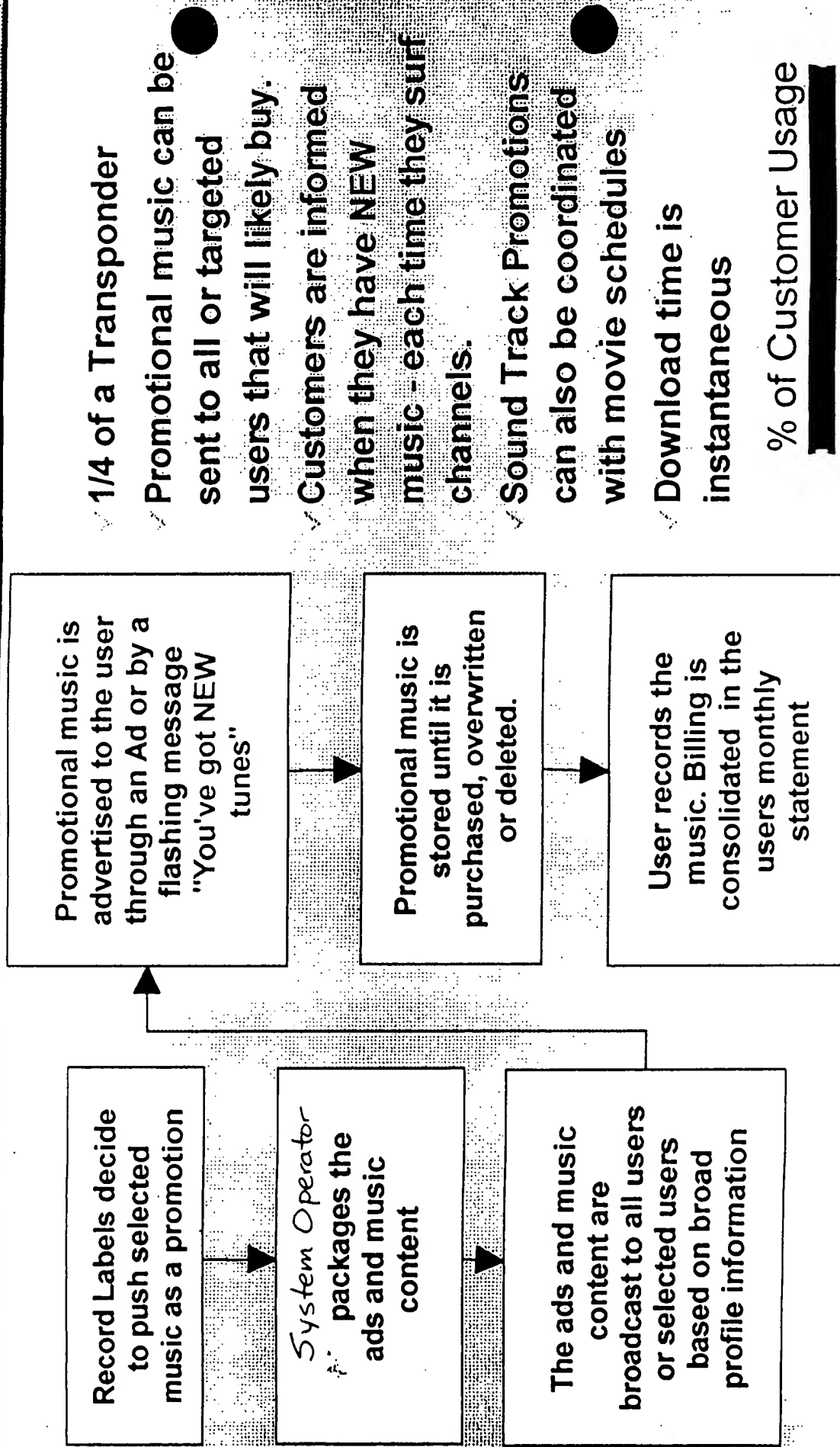
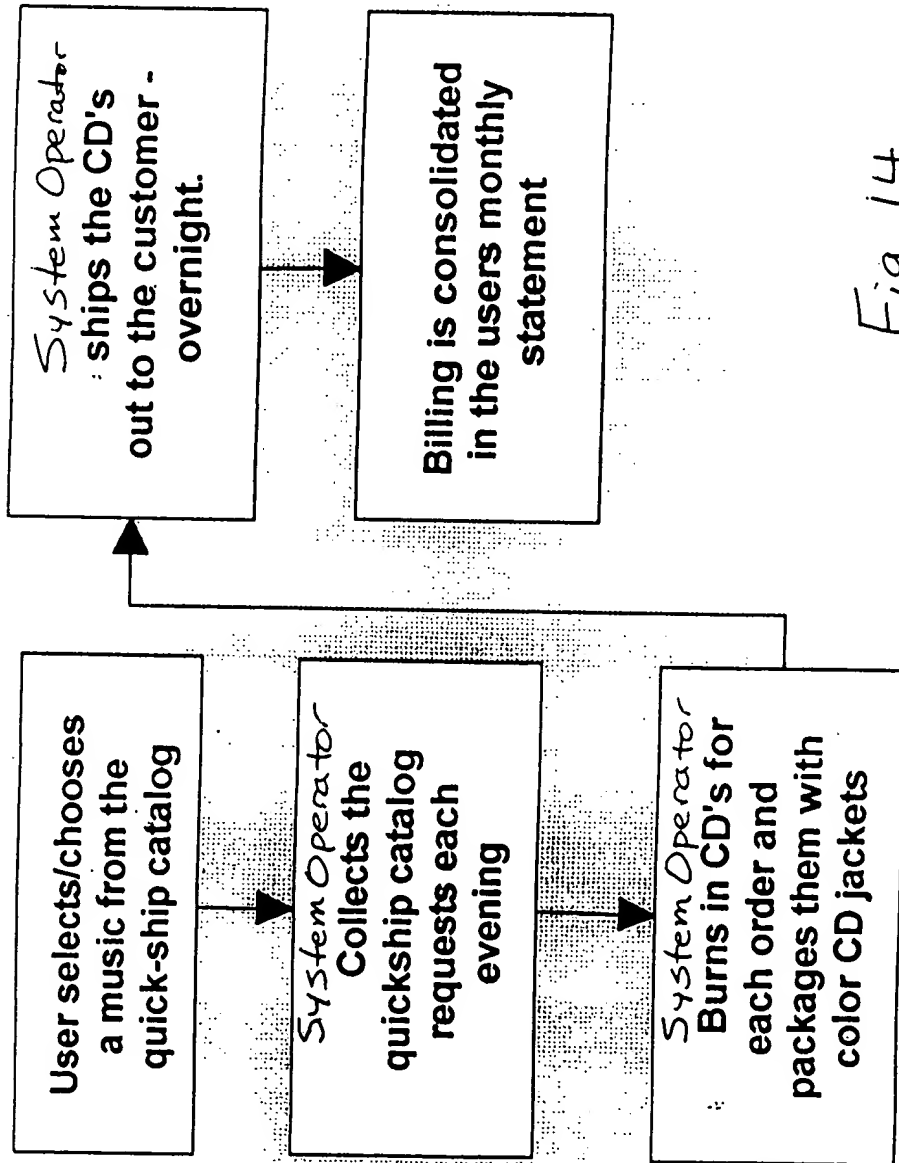


Fig. 13

# Quick-Ship Overnight



- ✓ No bandwidth required
- ✓ Allows for full music catalog - millions of songs
- ✓ Customers get a personalized CD the next day.
- ✓ Consolidated billing

Fig. 14

% of Customer Usage

Percent of Catalog

	Customers w/o CD Burner	Customers with CD Burner
Steaming during the day (Top releases from download catalog)		✓
Batch stream at night (All ordered releases from download catalog)		✓
Profile based stream at night (Releases from full library "Quick-ship" catalog)		✓
Promotion based Stream (Promotional music pushed by Record Label)		✓
Quick-ship overnight (Full library catalog)	✓	✓

Fig. 15



